MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023 (TERM ID 2215)

PBU0044 – INTRODUCTION TO BUSINESS

(All Sections / Groups)

15 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TEN (10) pages** including the cover page.
2. Attempt **ALL** questions.
3. Write your answers in the Answer Booklet.

SECTION A [40 MARKS]

Instructions: Choose the BEST answer for each question.

1. Joshua is in the midst of identifying and allocating the resources needed by the staff in his department in order to implement the next big project for the company. Which management process is Joshua going through?
   A. Planning
   B. Organising
   C. Leading
   D. Controlling

2. Thousands of empty jugs move down a conveyor belt at the factory Colgate-Palmolive before stopping to be filled and moving on to be labelled. What type of layout is utilised?
   A. Supply-chain
   B. Custom products
   C. Hybrid
   D. Same-steps

3. At Blue Steel Sdn. Bhd., some employees are responsible to transport scrap steel while others operate the shredding equipment. This is an example of _____.
   A. departmentalisation
   B. innovation
   C. specialisation
   D. functionality

4. Which of the following is a scheduling tool that breaks down large projects into steps to be performed and specifies the time required to perform each one?
   A. Critical path chart
   B. Staff schedule
   C. Gantt chart
   D. Process analysis chart

5. Derek, the Operations Manager of Lited Ptd, is designing a system to ensure smooth production flow to avoid inefficiencies, eliminate unnecessary inventories, and continuously improve production processes. This system is called the _____.
   A. Quality system
   B. Lean system
   C. Managed system
   D. Production system

Continued...

6. Anita is reviewing the progress of the current sales strategies implemented by the organisation. She is analysing the figures received and comparing them against the set sales targets set by the top management. The management process Anita is going through is the _____stage.
   A. planning
   B. organising
   C. leading
   D. controlling

7. _____ refers to the process by which a company analyses another company's product to identify desirable improvements in its own product?
   A. Quality reliability analysis
   B. Benchmarking
   C. Performance quality analysis
   D. Competitive product analysis

8. A local fast-food chain has decided to open a branch on university grounds. This is an example of _____ .
   A. time utility
   B. place utility
   C. product utility
   D. leisure utility

9. Which of the following best characterises the difference between the roles of advertising and personal selling in the promotional mix of a firm?
   A. Advertising is, at its worst, very expensive with little return, whereas personal selling is also very expensive, at its worst, but with better returns.
   B. Advertising, at its best, targets a specific audience about a product, whereas personal selling, at its best, is always dependent on the clients that a seller has.
   C. Advertising involves public relations with the overall population of consumers, whereas personal selling involves personalised relationships with select individuals.
   D. Advertising is non-personal in its communication about a product, whereas personal selling is highly individualised.

10. Mr. Lee is considered to be the First-Line manager in the factory he works in. Which of the following would be his primary role?
   A. Ensuring that the overall objectives of the organisation are met
   B. Implementing the strategies set by the top management of the organisation
   C. Representing the organisation in all dealings with other counterparts
   D. Ensuring all the employees are trained to carry out their jobs effectively and efficiently

Continued...

11. Lidya wants to buy a new mobile phone. She goes to a telco company and finds a phone that meets her specification. However, to purchase the mobile phone at a cheaper price, she has to buy the mobile phone with a data plan. This is an example of _____ .
    A. bundle pricing
    B. competitive pricing
    C. dynamic pricing
    D. cost-plus pricing

12. Heinz has separate departments to transform cucumbers into fresh-packed pickles, pickles cured in brine, and relishes. This is an example of _____ .
    A. Functional departmentalisation
    B. Process departmentalisation
    C. Customer departmentalisation
    D. Geographic departmentalisation

13. Which of the following strategies is involved with price skimming?
    A. Setting an initial low price to establish a new product in the market
    B. Setting an initial low price to cover new product costs and still generate a profit
    C. Setting a limited number of prices for certain categories or products
    D. Setting an initial high price to cover new product costs and still generate a profit

14. The financial institution that accepts deposits and makes loans for primarily home mortgages is a _____.
    A. commercial bank
    B. credit union
    C. mutual savings bank
    D. savings and loan association

15. The following is an example of a middle manager:
    A. Supervisor
    B. Branch Manager
    C. Marketing Manager
    D. Chief Financial Officer

16. Toyota, based in Japan, would like to build a new factory and a new retail distribution centre. Both or either of these may be built in the United States and in Canada. Currently, the U.S. dollar is weak compared to the Canadian dollar. Which of the following would be in Toyota's best interest?
    A. Build the cars in Canada and sell them in the United States
    B. Build the cars in the United States and sell them in Canada
    C. Build the cars in Canada and sell them in both countries
    D. Build the cars in the United States and sell them in both countries

Continued...

17. What structure does an organisation with little or no formal structure and with only a handful of permanent employees use?
    A. Team structure
    B. Virtual structure
    C. Learning structure
    D. Flexible structure

18. Raihan plans to sell cookies. In order to determine the price of the cookies, she lists the price of all the ingredients she will be using and all the other additional costs she might incur. She then marks up the cost by 60% as the initial price of her cookies. Raihan is making use of _____ .
    A. bundle pricing
    B. profit pricing
    C. cost-plus pricing
    D. economy pricing

19. Which variable of SWOT analysis identifies changing consumer tastes, hostile takeover offers, and new government regulations?
    A. Threats
    B. Opportunities
    C. Weakness
    D. Strength

20. Which of the following agencies guarantees the safety of all its members' bank accounts?
    A. Internal Revenue Service
    B. Federal Open Market Committee
    C. Federal Reserve Bank
    D. Federal Deposit Insurance Corporation

21. Red Rubbies Enterprise is a tomato farm in Cameron Highlands. It sells and distributes its products to consumers without intermediaries. This describes _____.
    A. direct distribution
    B. retail distribution
    C. wholesale distribution
    D. distribution by agents

22. Nestle produces all kinds of food. To cater to the global demands, it has one division for the United States, one for Europe, and another for Asia. How is Nestle departmentalised?
    A. By customer
    B. By process
    C. By geography
    D. By function

Continued...

23. Which of the following is **NOT** the function of the IMF?
    A. To promote stable exchange rates
    B. To provide temporary short-term loans
    C. To monitor international monetary systems
    D. To offer financial assistance to poverty stricken nations

24. A well-established Internet provider is facing stiff competition from several new companies. Which of the following techniques would it use in order to demonstrate to consumers that its product is superior to that of its competitors?
    A. Order processing
    B. Sales promotion
    C. Direct marketing
    D. Creative selling

25. One of the major roles of Ms. Bianca is to set the overall strategies of the organisation and to ensure the strategies are aligned with the mission and vision. To enable her to do this, she has several teams working with her to collect information and data as well as to analyse the information gathered. Which level of management is Ms. Bianca at?
    A. First level
    B. Top level
    C. Primary level
    D. Middle level

26. Which of the following would be considered a low-contact service?
    A. Surgery
    B. Haircut
    C. Massage
    D. Electric power

27. Public Bank Berhad is an example of _____.
    A. Commercial bank
    B. Mutual savings bank
    C. Credit union
    D. Pension fund

28. Camille Graham is a manager who works well with people and makes them feel excited about their work. What type of skills is she illustrating?
    A. Human relation skills
    B. Technical skills
    C. Accounting skills
    D. Marketing skills

Continued...

29. Which of the following is **ONE** of the rights of the Federal Deposit Insurance Corporation?
    A. To impose additional charges of depositors who wish to obtain more coverage
    B. To examine the activities and accounts of all member banks
    C. To withdraw the deposits of the depositor at any given time
    D. To reimburse depositors of their total amount saved in their accounts

30. Which of the following best describes functional strategy?
    A. It is a strategy for determining the firm's overall attitude toward growth and the way it will manage its businesses or product lines.
    B. It is a strategy at the business-unit or product-line level that focuses on improving a firm's competitive position.
    C. It is a strategy by which managers in specific areas decide how best to achieve corporate goals through productivity.
    D. It is a strategy that assists first-line managers in making day-to-day decisions about motivating employees.

31. Which of the following assumptions is the strategy of pricing above the market based on?
    A. Higher price implies higher quality
    B. Higher price means higher customer support
    C. Higher prices mean higher customer satisfaction
    D. Higher price creates higher demand

32. At McDonald's, most advertising is handled at the corporate level, and any local advertising must be approved by a regional manager. What kind of organisation is McDonald's demonstrating?
    A. Authoritarian
    B. Committee
    C. Decentralized
    D. Centralised

33. Which of the following financial institutions are considered to be owned by their depositors?
    A. Commercial banks and savings and loan associations
    B. Savings and loan associations and mutual savings banks
    C. Mutual savings banks and credit unions
    D. Credit unions and pension funds

Continued...

34. Steadward Aluminum Sdn. Bhd. makes coils of aluminium that it supplies to customer companies that use it to make beverage cans. The management uses a schedule that specifies how many tons of each type of coil will be produced each week. What is this schedule called?
    A. Master production schedule
    B. Detailed schedule
    C. Quantity schedule
    D. Gantt chart

35. _____ refers to the specification of jobs to be done within an organisation and the ways in which those jobs relate to one another?
    A. Delegation
    B. A mission statement
    C. Job specialisation
    D. Organisational structure

36. SunLife is a new insurance company that has entered a very crowded market. Which of the following methods would it most likely use in order to make customers aware of its products and services?
    A. Creative selling
    B. Direct marketing
    C. Interactive marketing
    D. Missionary selling

37. Which of the following best describes accountability?
    A. The power to make the decisions necessary to complete a task
    B. The obligation employees have to their manager for the successful completion of an assigned task
    C. The decision to communicate clear expectations related to assigned tasks
    D. The number of people supervised by one manager

38. When a company makes products available where they are convenient for consumers, it creates which type of utility?
    A. Time
    B. Form
    C. Place
    D. Possession

39. Which feature characterises the organisation of centralised firms?
    A. Flat
    B. Tall
    C. Very large
    D. Responsive to change

Continued...

40. In the process of _____, managers can work towards ways to reduce waste, inefficiency, and poor performance by examining procedures on a step-by-step basis.
    A. advance planning
    B. materials management
    C. methods improvement
    D. quality planning

SECTION B: [60 MARKS]

Instructions: Answer ALL questions.

Question 1

a. As a manager, it is important for Susan to be able to identify the different personality traits among her employees in order to engage with them better. Briefly state and describe the ***FIVE (5)*** personality traits that Susan should know. (10 marks)

b. Briefly explain how an individual would behave if he or she has a high level of emotional intelligence. (5 marks)

c. Due the Movement Control Order (MCO) during the recent pandemic, most organisations have had to modify work schedules and provide alternative workplaces through the implementation of the WFH (Work from Home) arrangement. State ***FIVE (5)*** disadvantages this arrangement. (5 marks)

Question 2

a. Decide on the BEST type of training for the situations below:
    i. Training of new baristas on how to make coffee on the go at Starbucks
    ii. Training of new cabin crews on how to respond and react to in-flight emergencies
    iii. Training of new lifeguards on how to rescue victims of a boat capsize
    iv. Training managers on the latest marketing strategies
    v. Training new factory workers how to pack the products in the production line
    (5 marks)

b. State and describe the ***THREE (3)*** implications of a failed collective bargaining between the top management of an organisation and its employees and ***TWO (2)*** actions that can be taken by the management to overcome the situation. (10 marks)

c. Describe the differences between transformational leadership and transactional leadership. (5 marks)

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Question 3

a. MegaTalent is a new company located in Kuala Lumpur that deals with recruitment and training. Their clients are made up of individuals, public organisations, government linked companies as well as private corporations. As a new player in the industry, what are the ***FIVE (5)*** external factors that would affect MegaTalent? Explain each factor.

(10 marks)

b. Clara has own clothing line where she designs, produces and sells her products. Her clothes are very vibrant and unique. Her target market is the younger generation from age 17 – 24. Her physical store is located in the city. She plans to market her products on social media. Which ***TWO (2)*** social media platforms would you suggest she use? Explain.

(6 marks)

c. State the ***FOUR (4)*** factors that would influence consumer behaviour. (4 marks)

End of Paper.